IN THE CLAIMS:

Please cancel claims 9 and 10 without prejudice, add new claim 35, and amend the claims as follows:

1. (Currently amended) An insulating label stock, comprising a thermal insulating layer selected from the group consisting of a fiberfill batt, melt blown fibers, knit fabric, woven material, and fleece; the thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m^2*K/W~~m^2.K/W~~) which is laminated to a face material, wherein the label stock has a thickness greater than 0.0075 inch (0.0190 cm) and less than 0.04 inch (0.102 cm).

2. (Previously presented) The insulating label stock of claims 1 or 31, wherein the face material comprises at least one of film, paper or fabric.

3. (Previously presented) The insulating label stock of claims 1 or 31, wherein the thermal insulating layer comprises a fiberfill batt.

4. (Previously presented) The insulating label stock of claims 1 or 31, further including a coating on the face material, wherein the coating is printable.

5. (Cancelled)

6. (Original) The insulating label stock of claim 2, wherein the film is made of a thermoplastic material comprising polyester, polyethylene or polypropylene.

7. (Previously presented) The insulating label stock of claims 1 or 31, wherein the face material is modified on the surface facing away from the thermal insulating layer to facilitate printing thereon.

8. (Previously presented) The insulating label stock of claims 1 or 31, wherein the face material is modified on the surface facing away from the thermal insulating layer to facilitate bonding to another surface with adhesive.

9. (Cancelled)

10. (Cancelled)

11. (Currently amended) An insulating label stock having a thickness greater than 0.0075 inch (0.0190 cm) and less than 0.04 inch (0.102 cm), comprising a thermal insulating layer selected from the group consisting of a fiberfill batt, melt blown fibers, knit fabric, woven material, and fleece; the thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m^2*K/W~~m^2.K/W~~) which is laminated to at least one sheet of a coextruded film which comprises a first layer and a second layer, where the first layer and the second layer are made of different materials, and the second layer has a lower melting temperature than the material of the first layer.

Claims 12 through 17 (Cancelled)

18. (Currently amended) The insulating label stock of claim 1, wherein the label stock has a thickness in the range of 0.010 inch (0.025 cm) ~~and~~ to 0.040 inch (0.102 cm).

19. (Currently amended) The insulating label stock of claim 11, wherein the label stock has a thickness in the range of 0.010 inch (0.025 cm) ~~and~~ to 0.040 inch (0.102 cm).

20. (Previously presented) The insulating label stock of claims 1 or 31, wherein the face material comprises a biaxially oriented polyester film.

21. (Previously presented) The insulating label stock of claim 1, wherein the face material comprises a first layer and a second layer, wherein the second layer is disposed between the thermal insulating layer and the first layer.

22. (Currently amended) The insulating label stock of ~~claims~~ claim 21, further including another face material disposed on the side of the thermal insulating layer facing away from the second layer.

23. (Previously presented) The insulating label stock of claims 1 or 31, further including an adhesive primer layer applied to the surface of the face material facing away from the thermal insulating layer.

24. (Previously presented) The insulating label stock of claim 23, further including a release liner provided on the surface of the adhesive primer layer facing away from the face material.

25. (Previously presented) The insulating label stock of claim 11, further including a second sheet of coextruded film, wherein the second sheet of coextruded film comprises a first layer and a second layer and is disposed on the side of the thermal insulating layer opposite the first sheet of coextruded film.

26. (Previously presented) The insulating label stock of claim 25, wherein the co-extruded film of the first layer and of the second layer is a biaxially oriented polyester film.

27. (Currently amended) An insulating label, comprising a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m^2*K/W~~m^2.K/W~~) which is laminated between two sheets of face material, wherein the label has a top edge, a bottom edge, and a side edge disposed at each side between the top and the bottom edge, and ~~the~~ the two sheets of face material are sealed together along the top, bottom and side edges so that fluid cannot penetrate the edges of the insulating label.

28. (Previously presented) The insulating label of claim 27, wherein the face material comprises a first sheet of coextruded film, wherein the first sheet of coextruded film comprises a first layer and a second layer, wherein the second layer is disposed between the thermal insulating layer and the first layer.

29. (Previously presented) The insulating label of claim 28, wherein the face material further comprises a second sheet of coextruded film, wherein the second sheet of coextruded film comprises a first layer and a second layer and is disposed on the side of the thermal insulating layer opposite the first sheet of coextruded film.

30. (Previously presented) The insulating label of claim 27, wherein the face material comprises a biaxially oriented polyester film.

31. (Currently amended) An insulating label stock having a thickness of at least 0.0075 inch (0.0190 cm) and less than 0.04 inch (0.102 cm), comprising a thermal insulating layer and a face material, wherein the thermal insulating layer selected from the group consisting of a fiberfill batt, melt blown fibers, knit fabric, woven material, and fleece; wherein the thermal insulating layer is laminated between two sheets of face material; and further wherein the label stock has a top edge and a bottom edge, and the two sheets of face material are sealed together along the top and bottom edges so that fluid cannot penetrate the edges of the insulating label.

32. (Currently amended) The insulating label stock of claim 31, wherein the label stock has a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m^2*K/W).

33. (Cancelled)

34. (Currently amended) An insulating label stock, comprising:

a) a thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m^2*K/W);

b) a face material, the thermal insulating layer being laminated to the face material, the face material comprising a first sheet of biaxially oriented polyester film comprising a first layer and a second layer disposed on one side of the thermal insulating layer, and a second sheet of biaxially oriented polyester film comprising a first layer and a second layer disposed on the other side of the thermal insulating layer,

wherein the label stock has a top edge and a bottom edge, and the first and second sheets of biaxially oriented polyester film are sealed together

along the top and bottom edges, so that fluid cannot penetrate the top and bottom edges of the insulating label stock, and further wherein the label stock has a thickness greater 0.0075 inch (0.0190 cm).

35. (New) An insulating label stock, comprising:

a) a thermal insulating layer selected from the group consisting of a fiberfill batt, melt blown fibers, knit fabric, woven material, and fleece; said thermal insulating layer having a thermal resistance in the range of 0.05 to 0.5 CLO (0.0077 to 0.077 m^2*K/W); and

b) a face material, the thermal insulating layer being laminated to the face material, the face material comprising a first sheet of biaxially oriented polyester film comprising a first layer and a second layer disposed on one side of the thermal insulating layer, and a second sheet of biaxially oriented polyester film comprising a first layer and a second layer disposed on the other side of the thermal insulating layer.